## Protecting, Educating and Informing N Consumers

"Do Not Call" **Regulations Imposed Tough New Strictures** on Telemarketing

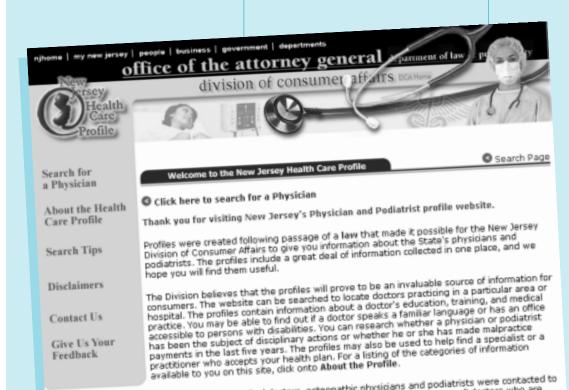
Feedback

The Attorney General's Office, through its Divisions of Consumers Affairs, Law, and Criminal Justice, remained aggressive in 2003-2004, filing complaints against those who failed to give customers their money's worth, monitoring to ensure that sellers and service-providers disclosed all terms and conditions to the public.

Among other actions, the Attorney General's Office:

More than 32,500 medical doctors, osteopathic physicians and podiatrists were contacted to provide information for their profiles. This site includes information on all doctors who are provide information for their profiles. This site includes information on all doctors who are provide information for their profiles. This site includes information on all doctors who are provide information for their profiles. This site includes information on all doctors who are provide information for their profiles.

\* Filed a criminal racketeering complaint against a Bayville, Ocean County man and the investment firms he controlled, Global Trading Investment and Wyndham Group, alleging the sale to investors of more than \$4 million in fraudulent and unregistered securities. As part of the case, the State successfully petitioned the court to freeze the assets of the two investment companies.



Important information about physicians and podiatrists who hold active licenses in New Jersey is now available from one central source — the Physician Profile Web site developed by the Division of Consumer Affairs within the Attorney General's Office.

A link to the Physician Profile page can be found at www.NJConsumerAffairs.gov.

## DO NOT CALL

New Jersey's "Do Not Call" law imposes tough restrictions on the telemarketing industry and provides privacy protections to New Jersey residents. The law prohibits telemarketers from making unsolicited sales calls to New risely residents who have placed their home for mobile phone numbers on the national ligt Call" registry, administered by the Trade Commission.

sho already have listed their g on the national registry are ered under New Jersey's law. You do not rately with New Je

For more information or to file a complaint against a telyou believe may have violated the law, check our Web site at www.NJConsul-or call the New Jersey "Do Not Cat" Activ Line at (888-NJNoCall (888-656-

If you have not already listed your phon numbers on the national registry and wish do so, call 1-888-382-1222 or register online gov. Registration is free.

The bold graphic used on the "DO NOT CALL" flier at right is symbolic

of how aggressively the Division is

working to stop telemarketers from

engaging in this annoying practice.

New Jersey's law is separate from law and is the strongest among other state "no call laws. It allows the New Jersey Division of Consumer Affairs to keep tabs on the activities of telemarketers and arms the Division with strong enforcement powers.

co Retailer settling allegations of fraud

Home Depot will pay \$510,000 to N.J.

By KEVIN G. DeMARRAIS STAFF WHITEH

Home Depot has agreed to page 5510,000 to New Jessey to senie complaints that it defrauded consumers in its home improvement. Districts.

THE STAR-LEDGER

ment New Jersey's Do Not Call law, which imposes tough restrictions on telemarketers and provides State residents with the nation's strongest level of protection from unsolicited and unwanted telemarketing calls.

Adopted regulations that imple-

Developed a "Physician Profile" Web site where consumers can access from one central location important background information about physicians and podiatrists who hold active licenses in New Jersey, including how long a physician or podiatrist has been practicing, where he or she went to medical school and whether the physician or podiatrist has ever been the subject of disciplinary action or has made payments stemming from a medical malpractice case.

For additional detail about the actions of the Division of Consumer Affairs in 2003-2004, see page 44.

## Business

BY SUSAN TODO

## N.J. agencies to sue diet-pill maker

AG alleges Cytodyne Technologies' ads were deceptive

WEDNESDAY, MAY 28, 2

Settlement: Home Depot agrees to pay N.J. \$510,000 quarter ended May 4 were percent to \$15.1 billion, a stores open at least a year

From Page B-1 Were deceptive in their de-scriptions and pricing of advertised

ers.

• Incorrectly represented that

As part of the agreement, Con-sureer Affairs is forwarding copies As part of the agreement, con-sumer Affairs is forwarding copies of the complaints to Home Depot, Morris said, adding that the chain has 30 days to investigate them has additional 60 days to re-paid an additional 60 days to re-

"Through this agreement, we have been given assurances that. Horse Depot will comply with New Jensey's consumer production laws and treat consumers fairly and horsesty," said octing Attorney General Peter C. Harvey.

Horse Depot, which operates throughout the state, co-

In a statement, Home Depot said it has 'always strived to be in full compliance with all organization promotes and in proud of its record of the right thing for its customers,' and fur the state's invastigation "revealed that the majority of the compliants had been resolved directly between Home Denot stores and the customers."

provements to assure compliance with the state's consumer protection statutes and to enhance time-ty and efficient handling of consumer complaints.

The charges come at a time when Home Depot is fighting increased competition from Love's Cos. Inc. and trying to improve its image among consumers.

Cos. Inc. and trying image among consumers.

Last week the chain reported the cosmil sales for the

mensure for retailers - wer Lé perceré. Still, that was a signific

Still, that was a signal provement over the 6 pers. In the fourth quarter, an Depot stock has been steadily up this year. Tuesday at \$51.45, about between in \$22-seeck high